

# MOORE THEATRE

## MAGAZINE



SEATTLE SHOW COMPANY INC.



VAN DALEN



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### PERFORMANCES

Sunday, Wednesday and Saturday Matinees .....	2:30 o'clock
Every Evening .....	8:30 o'clock

### PRICES

Popular Priced Matinee Sunday .....	All Seats, 40c
Matinees, Wednesday and Saturday .....	All Seats, 50c
Evenings .....	25c, 50c, 75c, \$1.00

*All Seats Reserved*

### TO OUR PATRONS

Box office open daily from 10 a.m. to 9:00 p.m.

Seats always on sale one week in advance.

The management strongly recommends the booking of season seats. A great many people are disappointed when they call at the box office to find they can't secure the seats they desire—or learn that the house is sold out. The Season Seat Plan is suggested for your service to relieve that embarrassing dilemma.

Take full advantage of the facilities of reserved seats—phone MAin 4787 for reservations.

The attaches for the Moore Theatre productions are not permitted to accept fees or gratuities of any kind.

CLUBS AND ORGANIZATIONS will find the management ready and willing to assist them in arranging theatre parties and special nights whereby their treasury can be increased. Special rates may be had for all clubs and organizations. Kindly inquire of manager.

Physicians and others who may expect a summons should leave their seat numbers and their names with the box office.

Inquire at the box office regarding lost and found articles.

In deference to the greatest good for the greatest number, children in arms cannot be admitted.

Patrons are invited to avail themselves of the foyer and its luxurious appointments. Smoking is permitted in the foyer.

Ladies' Retiring Rooms down stairs to the left of main lobby.

Men's Smoking Room down stairs to the right of main lobby.

## Famous Stage and Screen Stars Feature New Moore Theatre Season

The Seattle Show Company, Inc., inaugurates its first season as Seattle's own Guest Star company with this week's performance of the "Shelf," featuring Clara Kimball Young. Backed by business men of this city the management feels that a most popular season of entertainment has been provided for our patrons.

Prominent stars of stage and screen will be seen every week in the leading theatrical productions of the day, featuring the popular stage hits of Broadway. The theatre's own booking offices have been established in Hollywood and New York so that only the best plays and the "biggest names" of the cinema or the spoken drama will be brought to this stage.

All of this is made possible at no advance in the price scale that has been adopted in this theatre during the past. In fact the prices have been reduced so that everyone

in every walk of life may enjoy these productions. A bargain matinee has been established on Sunday with all seats reserved and selling at the low price of 40c. A section has also been set aside in the balcony for evening performances at 25c.

Next week Miss Young will be featured in "The Letter." Following her will appear the prominent stage and screen star, Ian Keith, in two very popular plays, "Firebrand" and "The Copperhead."

After Mr. Keith we have arranged for the personal appearance of Mrs. Leslie Carter in "The Circle" and "The Vortex." Mrs. Carter is unquestionably the dean of the present day exponents of the spoken drama and her appearance in Seattle is being heralded with much acclaim in theatrical circles.

*(Continued on Page 7)*

## Quality First...

*This is and always will be the very purpose of our existence.*

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## PERSONALITIES

Leona, Howard, Georgia, Andy and Gale return to Moore Theatre productions in "The Shelf." Since "Salt Water," these popular personalities have enjoyed a brief but happy playtime. . . . We'll tell you later just what they did and where they went. Right now, you'll want to know the "low down" on our two youngest and newest members . . . EMILY LOWRY and WARREN PARKER. . . .

Both Emily and Warren come to us with the "direct from Broadway" tag. . . . They've just finished New York production engagements. . . . Two different productions, you understand. . . . For Warren and Emily met for the first time when rehearsals for "The Shelf" began.

Of course, this is not the winsome Miss Lowry's Seattle debut. . . . She accomplished that under the Henry Duffy banner a couple of seasons ago when the Moore was the President . . . and Leona and Howard opened in "Coquette." . . . Remember Emily Lowry as the shy Southern miss, Betty Lee . . . also her vivid portrayal of the daughter in "The Royal Family" . . . and her many other outstanding performances?

Following that engagement, Emily went South . . . her home is in San Francisco, by the way . . . and toured the Duffy circuit with Taylor Holmes in "Your Uncle Dudley." There were more Duffy tours, including "Crime" and one with Frank Craven in "Salt Water." Then Emily broke loose and realized a life-long ambition . . . a Panama cruise. After that, New York and some Broadway shows. . . . And then Emily came home to San Francisco . . . only to leave almost immediately for a Northwest vacation with her mother and dad. They arrived in Seattle two weeks ago enroute to Victoria. . . . Emily telephoned Leona Powers to say hello. . . . And that call resulted in Emily Lowry's Seattle engagement this season. . . . Thanks to Miss Powers.

Emily Lowry is the sort of girl you think about when you harmonize on "The Sweetheart of Sigma Chi" . . . and you sort of hope she didn't inspire the parody, too . . .

(Continued on Page 7)

## THE STARS

in the Moore Theatre Productions

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## A MOORE THEATRE PRODUCTION

Presenting . . .

## CLARA KIMBALL YOUNG

in

## "THE SHELF"

By DORRANCE DAVIS

Staged under the direction of Howard Miller, assisted by Andy Gunnard. Setting constructed by Roy Pinkham. Painted by H. W. Rich.

## THE CHARACTERS

Stanley Risdale	Warren Parker
Emma Smith	Ada Daniels
Mrs. Chetwold	Georgia Neese
Miss Batterson	Leona Powers
John Wendham	Emily Lowry
Stella Amarath	CLARA KIMBALL YOUNG
Baldwin Custard	Leon Cluff
U. S. Senator Risdale	Howard Miller
The Rev. Herbert Chetswold	Charles Yule
Taxi Driver	Andy Gunnard
Caroline Wendham	Gale Gordon

## THE SCENES

Act I—The sun-parlor of John Wendham's home in Kiwanisport. Saturday morning, June.

Act II—The same. Late the same afternoon.

Act III—The same. Four days later. Evening.

## Musical Program

### Before Curtain

Overture—

"The Beautiful Galathea" . . . Von Suppe

### Between First and Second Acts

Selection from

"The Desert Song" . . . Romberg

### Between Second and Third Acts

"Hungarian Fantasie" . . . Special Arr.

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## Something You Should Know . . .

About our next attraction

W. SOMERSET MAUGHAM'S

### "THE LETTER"

Starring

CLARA KIMBALL YOUNG

Seattle theatregoers, we have found, like real drama . . . drama that smacks of life itself and does not hide behind the pretty speeches of make-believe . . . drama such as Somerset Maugham creates when his fiery pen chooses to narrate tense pages from the lives of interesting people . . . Sadie Thompson, for instance. . . . Even blasé Broadway will never forget "Rain." . . . And the woman whose Sadie Thompson made theatrical history, Jeanne Eagels. . . . Incidentally it was "The Letter" which served the late Miss Eagels with such a dramatic entrance into talking pictures . . . an entrance cut short by her untimely death.

And . . . at the Moore next week, it will be "The Letter" which will provide Clara Kimball Young with an opportunity to reveal her famous dramatic talent . . . and it will be "The Letter" that will provide you with a chance to see a real stage presentation of the real life drama you demand in your theatrical entertainment.

Miss Young will portray Leslie Crosbie . . . that most unusual lady . . . Leslie dares to shoot her lover . . . because he has found another woman. . . . But Leslie tells her husband and the jury that she shot "to protect her honor." . . . She is acquitted. . . . Then comes a letter she has written the lover the day before his death and the real reason for her act is disclosed.

Maugham completes "The Letter" with a climax so startling and unexpected it will leave you gasping. . . . We warn you . . . try not to gasp when the final curtain descends following the last bitterly ironic lines of Leslie . . . a woman scorned.

With the colorful Malay Peninsula and equally colorful Singapore as backgrounds, some bizarre settings are promised for "The Letter." . . . Too, you will find all your favorites . . . new and old . . . in roles that match the one Clara Kimball Young will portray.

Speaking of Leslie Crosbie, Miss Young and Jeanne Eagels are not the only actresses who have been associated with the role . . . Katharine Cornell starred in the original New York stage production.

You see, "The Letter" is that kind of play!

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## Stage and Screen Stars

(Continued from Page 3)

Moore Theatre patrons will also have the privilege of seeing for the first time on a local stage the distinguished motion picture star, Dorothy Burgess, who will be starred in the revised version of the sensational stage success, "Under Two Flags." This will be the world premiere of this production and will be personally directed by a corps of well known Hollywood directors. Following this premiere the play will be produced in pictures starring Miss Burgess.

This offers something of the unusual for Seattle theatre patrons and it is expected to be one of the most popular presentations of this company. For her second vehicle Miss Burgess will appear in "The Squall," a role she originally created on Broadway.

Other prominent names of Guest Stars will be announced in the next issue of the Moore Theatre Magazine.

## Personalities

(Continued from Page 4)

it has something to do with the sweetheart of six other fellows, you know. . . . She's the ultra-modern collegienne . . . with a dash of out-of-college worldliness. . . . And, you'll like this, Emily doesn't wisecrack . . . her conversation just naturally sparkles with wit and humor. She's a real American version of the Dresden China blonde. . . . And she likes scrambled eggs . . . about midnight . . . stripped with bacon.

This could go on and on . . . and on . . . But we've decided to save the Warren Parker discussion for next week. He needs lots of space, too. . . . And wait until that grand old gentleman, CHARLES YULE tells all about himself in his inimitable, individual style. . . . Just wait.

who discovered and developed the mechanicalities on his way home . . . HOWARD HULL GIBSON . . . he'll have a featured role in "The Letter" next week. "The Letter" is Clara Kimball Young's good-bye. Ina Keith is going to be our next guest . . . and, after Ian, well . . . watch Personalities.

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## Next Moore Star Famous on Stage

Ian Keith, who comes to the Moore Theatre as guest star the week of October 11th in the "Firebrand" is the son of William A. Ross, the celebrated American inventor, cal stoker and water tube boiler, which revolutionized the engineering of modern buildings and their equipment.

Keith's full name is Macaulay Keith-Ross, his mother being a descendant of the Keiths, Earls-Marchal of Scotland, who were exiled for espousing the Stuart cause in the eighteenth century.

Keith was born in Boston, Massachusetts, and brought up in New York City where he attended Trinity School, and later was graduated from the Francis Parker and the American Academy.

After the war, during which he enlisted in the Navy, he went on the stage, well equipped with a remarkably thorough knowledge of the English language, and of Shakespeare, in which he specialized.

In 1922 came his first New York appearance, with William Faversham, and in rapid succession, "The Czarina," for Charles Frohman; "Laugh, Clown, Laugh," for the late David Belasco; Shakespeare's "As You Like," also for Mr. Belasco, and "The Command Performance," in which he was starred.

Other notable stage successes included "He Who Gets Slapped," "The Firebrand," "Peter Ibbetson," "The Command to Love," "The Copperhead," and this year "Elizabeth and Essex," with Pauline Frederick.

Keith is as equally well known in talkies as he is on the American stage and has appeared with all the most prominent stars also having been starred himself in such well known productions as Universal's "The Boudoir Diplomat," and Columbia's "Streets of Illusion" and "The Prince of Diamonds." His latest role is a featured part opposite Greta Garbo in "The Rise and Fall of Susan Lennox."

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## Our Third Guest Star

Following Ian Keith's engagement will come the appearance with the Moore Company of one of the truly great and gifted stars of the American theatre, a luminary whose superb talents have lighted the stage, both here and abroad, for several generations. We mean, of course, none other than Mrs. Leslie Carter. Unique, in that she left the triviality of a social life in Chicago, and in less than two years, by strict application and hard work, under the tutelage of David Belasco, emerged as a full fledged star of peerless candle-power. Both in America and abroad her name became a symbol for all that was theatrically magnificent in such vehicles as "The Heart of Maryland," "Zaza," "Dubarry," "Madame X," and "Two Women." Retiring at the height of her career, she was induced to come back to the stage after ten years absence, to create Lady Kitty in "The Circle." Undertaking her return with trepidation, she found her homeland waiting for her with open arms, and since then she has carved a new fame for herself in an entirely different mode of roles, those with amateur character touch, roles to which she brought her ripper and richer genius, such as Mother Goddam in "The Shanghai Gesture," which, incidentally, she created, and has just played this past year at capacity business in Los Angeles and San Francisco. She was the original "Stella Dallas" also.

For her appearance at the Moore Theatre, Mrs. Carter has chosen a revival of that vastly clever and amusing comedy of Maugham's, "The Circle." The other vehicle is to be "The Vortex," a consuming study of a trifling mother by the amazing Noel Coward.

Two members of the present Moore Theatre organization have before had places in Mrs. Carter's companies. George Clarke, who will now be her manager, played the juvenile role with her in "Two Women," while Howard Miller, who will now be her director, played Raymond to her "Madame X."

To the  
Moore Theatre

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## **Next Week**

Patrons of past Moore Theatre productions, and stock and theatre fans in general in Seattle, have been rejoicing in the news of the return to the fold of Howard Hull Gibson, who will make his first appearance in over two years next week as Crosbie in "The Letter." A wholly delightful and versatile actor, as well as a most charming person, both "on and off," he is considerable of an addition to any company. "Gibby," as all his friends call him, tried to reach here for our opening week, but found it impossible to make arrangements to leave his present engagement in New York in time for the necessary rehearsals. He has been currently appearing with George M. Cohan in Mr. Cohan's own play, "Friendship," at the Fulton Theatre. Last season he was on tour with another of Mr. Cohan's plays, "A Well-Known Woman." So evidently, the man who is called America's ranking male star, doesn't think so badly of Gibby's ability as an actor either.

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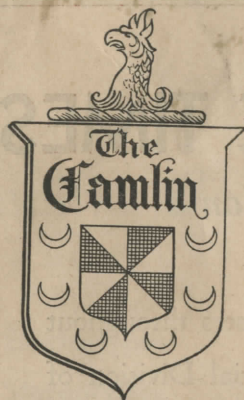
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